INTRASOFT implements new banking loyalty scheme

Luxembourg, 13 February 2017 - **INTRASOFT International**, a global ICT company, has implemented the new loyalty program system for a leading Greek financial institution, Pireaus Bank. The program was launched in late 2016.

The bank's aim was to develop a loyalty program that would offer the best possible customer experience, provide exceptional customer service and achieve its strategic objectives of increasing membership and expanding activity among current clients.

INTRASOFT was selected as the partner of choice to implement the program and aid the bank's transition to the new technologies required. The implementation process included workshops, visualizations, mock-ups and demos of the loyalty solution for a range of potential scenarios. The result is a comprehensive loyalty program that is capable of designing loyalty promotions and offering instant rewards and redemptions through various channels (POS, Web Banking and mobile Banking) and partners.

Bank clients are offered the opportunity to gain points not only for card usage, but also for use of other banking services. The program's technology allows for a sophisticated customer segmentation, based on profound analytics, that offers a deeper understanding of the customer and allows fine-tuning of the engagement strategy to the customer's needs.

Mr. Alexandros Manos, **Managing Director** of **INTRASOFT International** commented: "Working closely with Pireaus and delivering such a high-profile loyalty program further underlines our focus on designing and implementing state-of-the-art solutions. We are pleased to have won the trust of Piraeus Bank and look forward to supporting them further".

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About INTRASOFT International:
INTRASOFT International is a leading European IT solutions and services group with a strong international presence, offering innovative and added-value solutions of the highest quality to a wide range of international and national public and private organisations. The company employs more than **1,500 highly-skilled professionals**, representing over **20 different nationalities** and mastering more than **18 languages**. With headquarters in **Luxembourg**, INTRASOFT International operates through its operational branches, subsidiaries and offices in **13 countries**: Belgium, Bulgaria, Denmark, Cyprus, Greece, Jordan, Kenya, Moldova, Romania, Philippines, UK, UAE and USA. More than **500 organisations** in **over 70 countries** worldwide (Institutions and Agencies of the European Union, National Government Organizations, Public Agencies, Financial Institutions, Telecommunication Organizations, and Private Enterprises) have chosen the company's services and solutions to fulfil their business needs. www.intrasoft-intl.com

Media Contacts:

For INTRASOFT International
marketing@intrasoft-intl.com